FSC-60-A		5/1/96		TO: ROM						
SUBJEC	T:	Revised Product Purchase Exception								
		Form								
DISTRIBUTION:										
X A	VP	X	KAM				ELM			
XR	SM	$\overline{\mathbf{x}}$	Reg.M	il./DF	Mgr.	—	MIL			
XR	BM		DM				DF			
XR	OM		•	•			REP			

As we are all aware, our direct accounts have continued to lower their inventories in order to maximize their turns per year and overall return on inventory investment. Additionally, our company has the same objective, resulting in lowered inventories. As a result of lower inventories at direct accounts and our warehouses, there is increased risk of out of stocks when unanticipated situations occur requiring additional product.

Therefore, it is imperative that all Sales personnel communicate your requirements for non-forecasted local promotions and other unanticipated situations requiring additional product for your direct accounts four weeks prior to the promotion. This includes extra product for promotions such as:

- Special Pre-Booking Programs
- Private Label Accrual Programs
- Retail Accrual Programs
- Special Buydown Programs

To facilitate this process, the attached Product Purchase Exception Form, initiated in 1994, has been revised and should be used to communicate product needs for any activity you are planning to execute with your respective accounts that will require +10 cases of extra product for a respective brand style. Absolute numbers are not required; please estimate your requirements so we can ensure that ample product is available at your public warehouse. These forms will not initiate shipments: normal product ordering procedures are required to initiate actual shipments. We cannot meet your needs against chain commitments you have made unless you take the extra few minutes required to complete and FAX this form.

Program Contact: See Product Purchase Exception Form for Contacts

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51843 998

PRODUCT PURCHASE EXCEPTIONS FORM

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date	(Sub	mit form at least 4	weeks prior to pr	omotion)							
Who we can contact if we have questions		Is this a Chain, Wholesaler, or Division wide promotion?									
RJR Contact Name		Chain Nam	e								
RJR Contact Phone		Chain ID									
<u> </u>		or Wholesa	ler Name								
		Wholesaler	Account #								
		or Division	# (if Division wide)								
Describe the promotion, with specific value if known (Example: buy-down, accrual dollars, special pre-booking, etc.):											
Promotion Timing How will Retailer purchase from Wholesale supplier? (Check one)											
Promotion Start Date		nce at beginning of	_								
Promotion End Date		spread evenly over whole period									
other (specify in Comments section below)											
Where will the promotion occur (specific Wholesaler, specific Warehouse, or Division wide), for which brand styles, and what is the total extra volume by style needed for the entire activity period (in cases or % increase expected):											
Individual Wholesaler SIS# o											
RJR Division # (if Division wide Public Warehouse # (if known											
Brand Style Names	UPC (for Customer	Total Volume	Total Volume	Total Volume	Total Volume						
(PRINT LEGIBLY)	Service use only)	cases or % increase	cases or % increase	cases or % increase	cases or % increase						
					51						
					51843						
]								
					9987						
					87 _						
	1		<u> </u>								
Comments/Special Instructions:											
!											

FAX this form to Promotions Area: 910-741-2156

Direct questions to: 910-741-3521, 3078, 3545